Social Media Strategy: Twitter Guide

Burgas Free University

Green-4-Future

Greening the EntreComp Framework to Reconcile Economic
Development and Environmental Security

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TABLE OF CONTENTS

Introduction

This guide summarizes the basic rules for posting to a Twitter account. Given changes in the Twitter platform and analysis of the results, the relevant texts will be updated promptly.

Types of Tweets[1]

General Tweets

- **Definition:** A message posted to Twitter containing text, photos, a GIF, and/or video.
- **Where it appears for the sender:** On the sender's profile page and Home timeline.
- **Where it appears for the recipient:** In the Home timeline of anyone who is following the sender.

Mentions

- **Definition:** A Tweet containing another account's Twitter username, preceded by the "@" symbol. For example: "Hello @TwitterSupport!"
- **Where it appears for the sender:** On the sender's profile page of public Tweets.
- **Where it appears for the recipient:** In the recipient's Notifications tabs, which is accessible only by them. Additionally, mentions will appear in the recipient's Home timeline view (not on their profile) if they are following the sender.
- **Who else sees it?** Anyone on Twitter who is following the sender of a mention will see the Tweet in their Home timeline.
- **Places it will never appear:** On anyone's profile page, unless they wrote the message.

Note: When you post a Tweet beginning with a username, only people who follow both you and the account you are mentioning will see the Tweet in their Home timeline. If you would like all of your followers to see the Tweet, the best way is to Retweet or Quote Tweet.

Replies

- **Definition:** A reply is when you respond to another person's Tweet.
- **Where it appears for the sender:** On the sender's profile page.
- **Where it appears for the recipient:** In the recipient's Notifications tab. Like mentions, replies will also appear in the recipient's Home timeline if they are following the sender.
- **Who else sees it?** Anyone following the sender and the recipient of a reply will see it in their Home timeline.
- **Places it will never appear:** On anyone's profile page, unless they sent the reply.

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[1] https://help.twitter.com/en/using-twitter/types-of-tweets

Additional types of Tweets

About Retweets

You will find Retweets in your timeline, your profile, and other profile pages on Twitter. Learn more about where Retweets (and your Tweets that have been Retweeted by others) appear on Twitter.

About Retweets with comment

The Quote Tweet feature allows you to Tweet another person's Tweet with your own comment added.

About replies sent from accounts with protected Tweets

By protecting your Tweets (making them private), you are telling us that you do not want anyone to see any of your Tweets unless you have accepted their follow request. If your Tweets are protected and you send a reply or mention, only those you have approved to view your Tweets will ever be able to see them. If you want to send Tweets such as mentions or replies to people who are not following you, unprotect your Tweets to make them public.

Where replies between other people appear

If you are not the sender or recipient of a reply, you may still see a reply to someone else in your timeline.

You will see replies in your Home timeline if you are following both the sender and the recipient of the reply, or if we think the reply is relevant to you. Otherwise, you will not see the reply unless you visit the sender's profile page.

If you send a reply to someone, it does not show on their profile page. Only replies that person has sent will show on their profile.

Twitter Character Limits

Twitter Maximum Character Lengths

Maximum Tweet length: 280 characters
DMs: 10,000 characters
Twitter Handle maximum length: 15 characters
In order to help users feel a little less restricted, Twitter made changes that allow you to fit more text in a Tweet. The following is not included in the 280-character limit:

- Handles at the beginning of a reply do not count toward your 280 characters.

- DM Deep Links do not count toward your character limit.
- Images do not count toward your 280 characters.

You can save yourself some frustration and avoid making your Tweets too long by using this Twitter **character counter tool (**https://sproutsocial.com/insights/social-media-character-counter/#smcounter**).**

Ideal Length of a Tweet: 71-100 Characters

According to data from Buddy Media, Tweets with 100 characters get 17% higher engagement rates than longer Tweets.

What to post on Twitter?
There are some content creation ideas.

1. ### Ask questions

Asking questions of your audience is a great way to garner engagement from your followers. It can be something relevant to Project or partners, or just something to get the conversation started. See an example on Figure 1.

Figure 1

2. Industry news

One type of content you should share across all platforms is important and/or interesting industry news. This is information our audience should be made aware of. An example is presented on Figure 2.

Figure 2

3. Project announcements

Do you have exciting news to announce? An upcoming launch that your audience is waiting for? How about a big testimonial or endorsements to share? This is the content we want to share with our followers. On Figure 3 is presented an example.

Figure 3

4. Visual content

Whether it is photography, branded graphics, or infographics, sharing visual content on Twitter can catch peoples' attention while they are scrolling. See an example on Figure 4.
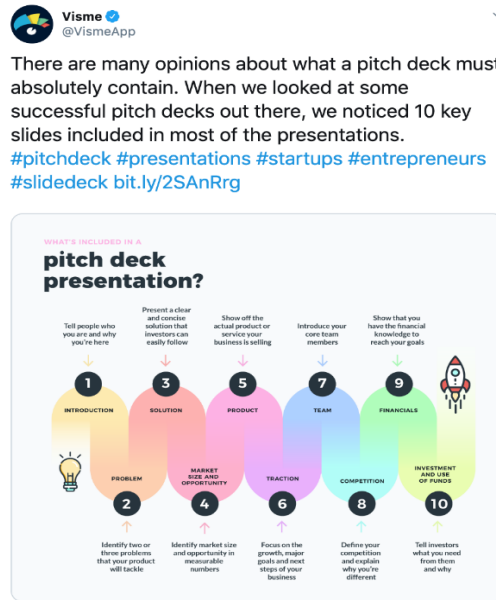

Figure 4

5. Events

If there is a conference or networking event let our Twitter followers know. The next Figure presents an example of an event's announcement.

Figure 5

6. Holidays

Jumping onto relevant holidays that our audience celebrates – is a great way to engage our audience. An example is illustrated on Figure 6.

Figure 6

7. Motivational quotes

Sharing a motivational #quoteoftheday or #qotd is a great way to share inspiration with our audience. Plus, people love quotes that speak to them, which increases the chances that they will Retweet it to their own feed. See the example shown on Figure 7.

Figure 7

8. Trending topics

Twitter promotes trending topics that are being highly discussed on their platform in a given region. The golden rule of trending topics is to always make sure you know exactly what the trending topic is about and that it is relevant to our Project if you tweet about it. On Figure 8 is presented an example.

Figure 8

9. Tips

Our online presence is all about informing and educating our audience, whether it is about our industry or about our products, so sharing tips on Twitter is a great place to start. An example is presented on the Figure below.
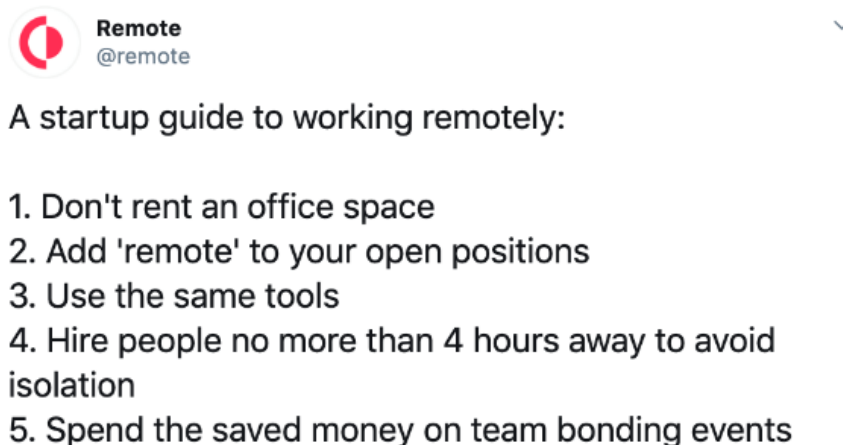

Figure 9

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10. Testimonials

Show proof that people love your work or working with us. If you have testimonials or reviews, share them on Twitter. An illustrative example is provided below – Figure 10.
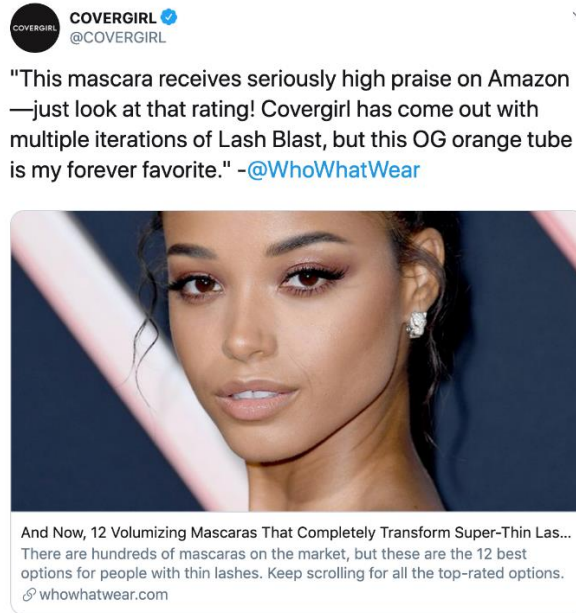

Figure 10

11. Polls

Twitter has built-in polling capabilities, which means asking for feedback from our audience has never been easier. On Figure 11 is shown an example.

Figure 11

Visual content[2]

Twitter is not known for being a visual platform, but images get noticed on the fast-paced feed. Here's how to tap visuals for more effective Twitter posts.

1. Straightforward graphics and photography

The simplest and sometimes most effective approach is a basic graphic or photograph. The easiest visual on the block, and sometimes the most effective, is static content. It could be a simple text-based graphic or even just a photograph that reinforces your tweet. If you are using copy on your visual, keep it brief with a simple statement or call-to-action, and let the visual do the heavy-lifting. These types of visuals are best for creating interest and intrigue that lead the reader elsewhere. An example is provided on the next Figure.

Figure 12

2. Illustration

This can be considered another form of static content. A well-crafted illustration that perfectly articulates your message is a surefire way of gaining traction. Keep the illustration simple, using line drawings and basic shapes, and hone in on the key elements of your message for the most impact. On Figure 13 is presented an example.

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Figure 13

3. Video or animation

Video or animation is a great way to create impact. Video works across all social media platforms, but on Twitter you often find it works best for announcements and teasers of events, say a webinar, product launch, or company event.

Ensure your videos are optimized for mobile since Twitter reports that 93% of video viewers are watching on a handheld device.

4. Top-to-bottom meme

The most basic meme format is the comment meme, or top-to-bottom meme, which usually involves a lead statement, an image, and then a closing statement.

Sometimes, the wording is removed from the visual entirely and placed in the body of the tweet itself. The quintessential typeface for memes is Impact, all caps, displayed in white, often with a black stroke (outline) around each letter. On Figure 14 is presented an example.

Figure 14

5. Static infographic

Infographics make for visually appealing content that can inform, delight, and educate our followers. Infographics become popular on social media as a quick and clear way of disseminating information, especially on platforms such as Twitter, where the character count of a tweet is extremely limited. The static infographic is the simplest form and can be created in various styles; anything from a rudimentary sketch or line drawing to a fully branded graphic. An example is given on Figure 15.

Figure 15

6. Animated infographic

Animated infographics have the power to show much information very quickly. The animated infographic is a more involved version that uses animation and transitions to create deeper, richer meaning. Figure 16 presents an example.
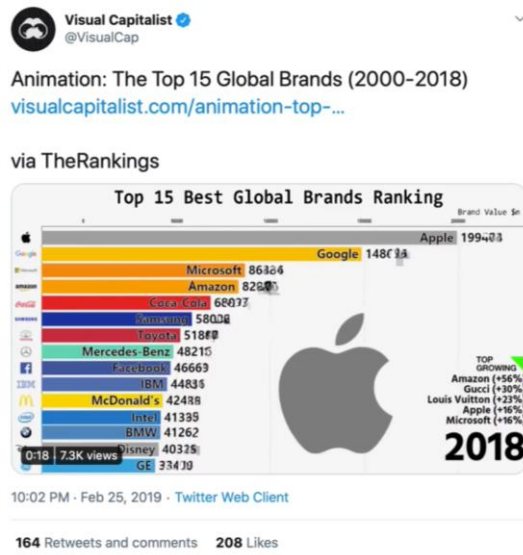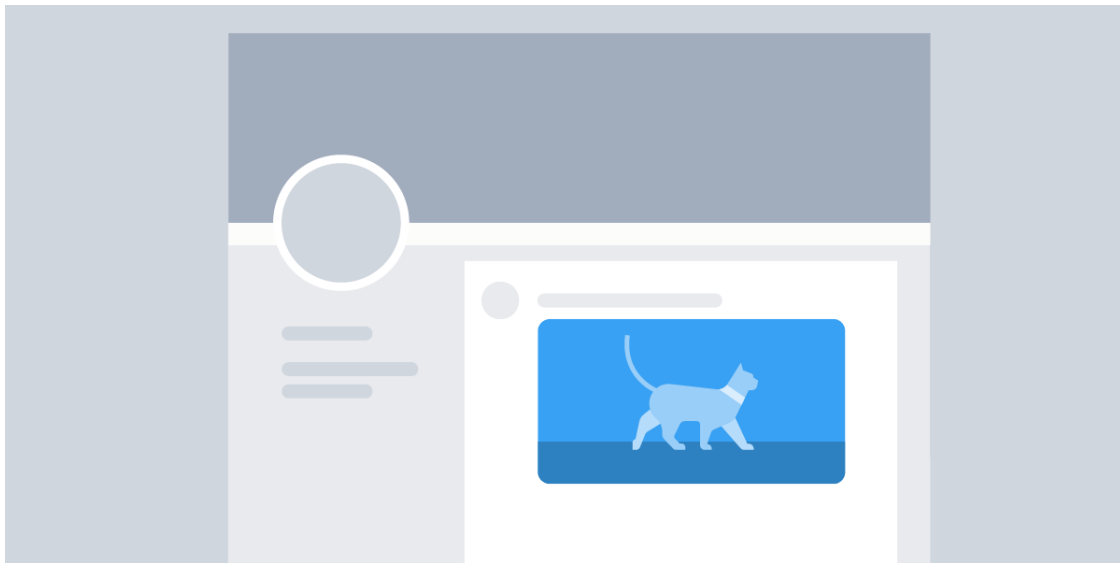

Figure 16

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Twitter image and video sizes

Twitter images sizes for in-stream photos: 1024 x 512 pixels (recommended)

- **Minimum size:** 440 x 220 pixels
- **Recommended aspect ratio:** 16:9
- **Supported formats:** GIF, JPG and PNG
- **Maximum file size:** Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.

How many characters do photos and GIFs use?[3]

None, photo and GIF attachments do not count towards the character limit in a Tweet (in iOS, Android, twitter.com, and mobile web clients-only).

What are the size and file type requirements?
- Photos can be up to 5MB; animated GIFs can be up to 5MB on mobile, and up to 15MB on web.
- Twitter accepts GIF, JPEG, and PNG files.
- Twitter DOES NOT accept BMP, TIFF or other file formats.

Your photo will be automatically scaled for display in your expanded Tweet and in your gallery.

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[3] https://help.twitter.com/en/using-twitter/tweeting-gifs-and-pictures

Twitter supports looping GIFs. If your animated GIF doesn't loop and plays a single time, it will display as a static image.

What video formats that Twitter supports[4]

Twitter currently supports MP4 and MOV video formats on mobile apps. On the web, Twitter supports the MP4 video format with H264 format with AAC audio. You can upload videos up to 512 MB, however you will be prompted to edit videos to 2 minutes and 20 seconds or less in length.

What are the limitations on video resolutions and aspect ratios that can be uploaded on the web?
- Minimum resolution: 32 x 32
- Maximum resolution: 1920 x 1200 (and 1200 x 1900)
- Aspect ratios: 1:2.39 - 2.39:1 range (inclusive)
- Maximum frame rate: 40 fps
- Maximum bitrate: 25 Mbps

Sharing

Sharing content that links **directly** to a landing page on project's website or **indirect** – that lead to another website, blog, social media account or content. You can share for downloadable offer, such as:

- An e-book
- A whitepaper
- A template
- A checklist
- An article
- A presentation

You can also share:

- Photos
- Blog posts
- YouTube videos
- Third-party content
- Retweets
- @replies

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[4] https://help.twitter.com/en/using-twitter/twitter-videos

Hashtags and Handles

Hashtags

Hashtags, written as a pound symbol (#) followed by a specific word or phrase, are keywords on Twitter that are used to incite discussion. #food is an example of a hashtag that is commonly used on Twitter, and all tweets that use the #food hashtags are aggregated together. Hashtags can often go viral, and users around the world put them within their own tweets to add their opinions into discussions and engage with topics that they care about. They are also a valuable marketing tool for generating exposure, as any Twitter user who views and searches through a hashtag may come across the tweets you have made. Tweets with hashtags also get 100% more engagement.

Hashtags can be added to tweets with videos, photos, gifs, and links.

Follow trends. Twitter's Explore page (https://help.twitter.com/en/using-twitter/twitter-trending-faqs) displays the current trending topics, including hashtags. Joining these conversations will help new audiences discover your posts. Just make sure you understand the context, to avoid any embarrassing mishaps.

Do not overdo it. One to two hashtags per tweet is optimal.

You can use the following hashtags:

#innovation
#ErasmusPlus
#green
#KA2
#Green4Future
#environment

Handle

A handle on Twitter is your username. It appears at the end of your account URL and is unique to the brand or business your Twitter account is dedicated to. A Twitter handle is not to be confused with your Twitter profile name, which is the name of your Twitter account.

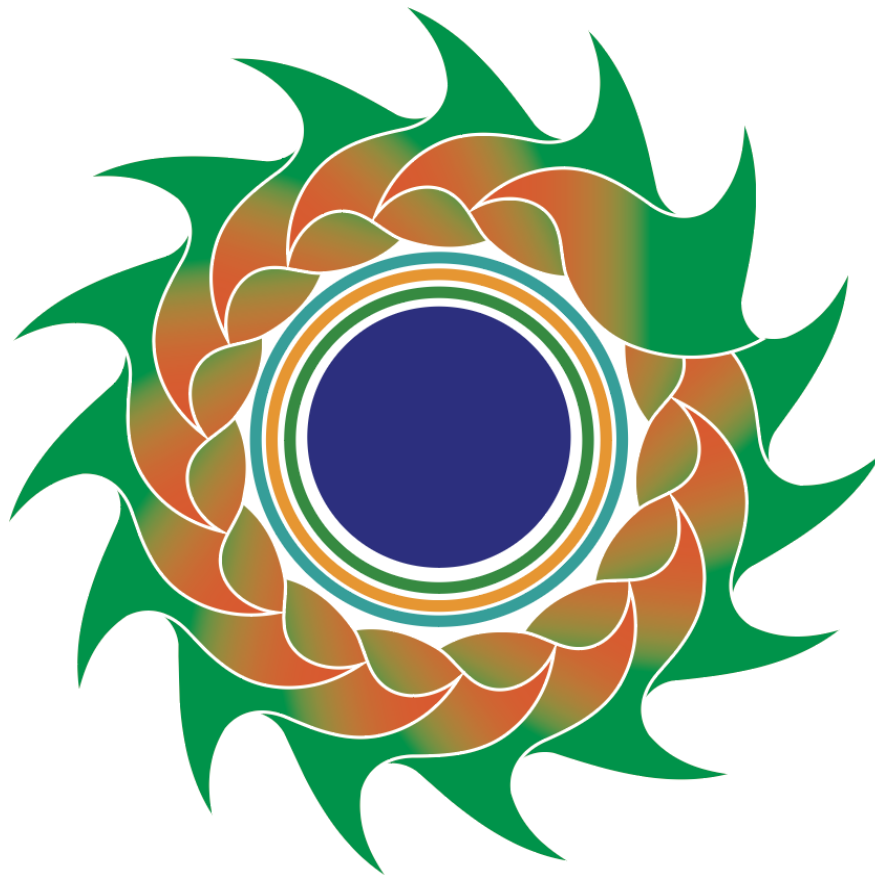**Our twitter handle is <mark>@Green_4_Future</mark>**
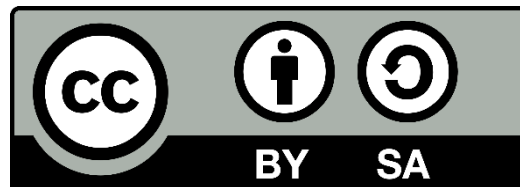
Dictionary

Twitter Terms to Know:

- **Engagement** – To be engaging is to create conversations (talking, listening, and sharing) and meaningful relationships on Twitter or other social networks. Engagement creates human relationships online that may continue to be nurtured online and/or go offline. Engagement is the essence of what makes a businesses' social media presence successful.

- **Tweet** – "Tweet" can be both a verb and a noun. It is your update typed in the "What's happening?" status bar to the people who are following you, in 140 characters or less. A person who Tweets can be called a Tweeter.

- **Follow / Following** – These are all the people that you are following, and whose updates you will see on your home page. To follow someone on Twitter, just hit the "follow" button.

- **Followers** – These are all the people on Twitter that are following you and are seeing your updates on their homepage. If you are following someone, it does not necessarily mean they will follow you back. Attracting the right followers is just as important as what you are tweeting.

- **Replies** – The @ sign is used in the beginning of a tweet to reply to someone. Only the person you are replying to or people that follow both of you will see the reply.

- **Mentions** – When you mention @ and a person's Twitter name anywhere else except in the very beginning of a tweet, everyone who follows you will see it. Both replies and mentions become links to that person's twitter profile.

- **Retweet / RT** – Since Twitter is about sharing information, a retweet makes it easy for you to share someone else's tweet to your followers. Retweets give the original tweeter credit for the tweet with "RT @username", and can be retweeted in its original format or with comments from the person retweeting, if space allows.

- **# / Hashtag** – People use hashtags on Twitter to make them easily searchable on a specific topic. They are often simple keywords but can also be unique phrases or acronyms that allow people to follow a trending conversation.

- **URL Shortener** – When you want to include website addresses in your tweet, you will probably want to use a URL (website address) shortener so it does not take up your 140 characters. Although Twitter does try to shorten the link for you, it may be better to try a URL shortener like Tiny URL or Bit.ly to give you more space for re-tweets.

- **Follow Friday / FF – #FF or #Followfriday** is a hashtag used with @mentions to suggest to their followers which other interesting people they should follow.
- **Direct Message / DM** – This is a private message that only the person you are sending it to can see. It still can only be 140 characters. You cannot send a DM to a person who does not follow you, but you can reply to them.
- **Home / Timeline / Feed** – This is where you will see the constant real-time status updates from the people you are following.
- **Trends / Trending Topic** – Current events or popular topics that are being talked about the most at any given time can be seen in "Trending".
- **Avatar** – Your profile picture or image that you use to identify yourself and tie to your twitter account is your avatar. If you do not upload a picture, it will default as an egg graphic.
- **Favorite** – You can click the "star" icon next to any tweet to indicate that it is one of your favorites, for easy reference later. Others can view your list of favorite tweets also.
- **Username / Handle** – "Handle" refers to your specific URL on Twitter, so for instance my Twitter username is @jkaufenberg and my twitter handle is http://twitter.com/jkaufenberg. You can make your username be anything you want, as long as it is not already taken, and it is 15 characters or less. A username on Twitter has an @ before it and becomes a link to that persons Twitter profile.
- **Listed / Lists** – You can create lists and add people on Twitter to group them into categories. You can also see who has placed you on their lists, when you click on "listed" on your profile.
- **Searches** – If you are searching for a specific topic, username, or hashtag, you can enter the word or phrase in the search bar and see the most recent tweets with the phrase. From there, you can better define your search or save your search for future reference.

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